

# ANZMAC 2024 SPONSORSHIP PROSPECTUS

Tasmania, Australia



#ANZMAC2024  
[WWW.ANZMAC2024.COM](http://WWW.ANZMAC2024.COM)





Welcome to

# ANZMAC 2024

Artificial Intelligence for Sustainable  
Marketing:  
Bridging Innovation and Responsibility



ANZMAC 2024 is a major international conference for marketing educators, researchers, practitioners, and students that will be held in Hobart, Tasmania in December 2024.

## DOCTORAL COLLOQUIUM

29th November – 1st December 2024

## CONFERENCE

2nd - 4th December 2024

#ANZMAC2024

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## About ANZMAC

Established in 1998, ANZMAC was founded to create a network for marketing educators, researchers and practitioners. Since its inception, ANZMAC has been a thought leader in Australia, New Zealand, the Asia Pacific and beyond, connecting marketing educators and researchers to students, and both of these to industry.

ANZMAC has a proud history of hosting conferences throughout Australia and New Zealand over the past 26 years. The success of these events, and indeed ANZMAC as an organisation, has depended on collaboration with our key stakeholders across the university sector, the marketing industry, and beyond.

This year, in Hobart, a city rich in culture and natural beauty, we will run an inspiring international conference to explore the benefits and global impact marketing can have on society.

The sponsorship opportunities we offer provide a platform to engage with a range of stakeholders, either at the conference, or even through an ongoing partnership with ANZMAC and our other future initiatives and events.

Established in 1998

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500 marketing  
academics from  
Australia, New Zealand  
and around the world

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Leading marketing  
education and research  
forum

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Forum for university  
and industry  
partnership

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## **Partner with ANZMAC**

**for 2024**

The Australian and New Zealand Marketing Academy (ANZMAC) is the premier organisation in Australia and New Zealand that champions marketing education and research. Our mission extends beyond mere representation; we actively shape the marketing landscape, influencing curriculum, setting research agendas, and fostering collaboration between academia and industry.

The ANZMAC annual conference returns in 2024, promising a captivating experience set amidst the picturesque backdrop of Hobart, Tasmania, Australia.

This year, we extend a special invitation for sponsorship, offering an opportunity to connect with a wide range of esteemed educators and researchers who impact countless students across Australia, New Zealand, and beyond.

As thought leaders, our conference will spotlight our expertise in pivotal areas such as marketing technology, consumer behaviour, and sustainability—key components of Environmental, Social, and Governance (ESG) initiatives.

If you seek to align your organisation with these insights, we welcome the opportunity to explore tailored sponsorship packages designed to maximize your impact at our conference, your organisation, and broader communities. We look forward to welcoming you to ANZMAC 2024.

SPONSORSHIP BENEFITS AND  
OPPORTUNITIES (All prices  
exclude GST)

PLATINUM  
\$15,000

GOLD  
\$10,000

SILVER  
\$8,000

BRONZE  
\$5,000

12 Months Partnership with ANZMAC,  
with access to our network of  
educators, students, and events



Recognition during Keynote Address  
(including logo in title slide)



Logo on all presenter slides



Opportunity to display Banner in  
Plenary Theatre (P) or Registration  
Desk (R)



P



R



R

Acknowledged by Conference Chairs at  
opening and closing (including logo in  
presentation)



Acknowledged as sponsor in  
conference program (logo and copy)



Logo and or profile on website

200 words

100 words

50 words

Logo

Conference Registration

5

4

3

1

Opportunity to provide promotional  
material or product to delegates'  
satchel

2 Pages

1 Page

1/2 Page

DL Flyer

Naming rights to an Event

Gala

Welcome  
Function

Lunch

Morning  
Tea

Promotional acknowledgement in pre  
event mail out to participants



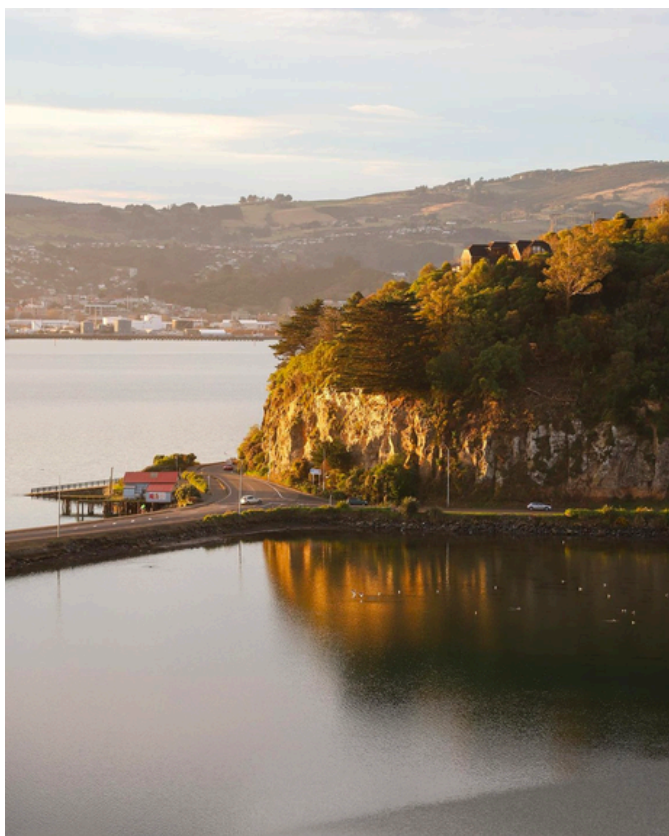
Social media mentions in the lead up  
to the event



SPONSORSHIP BENEFITS AND OPPORTUNITIES (All prices exclude GST)	DOCTORAL COLLOQUIUM \$8,000	PAPER TRACK \$3,000 (or \$1,500 when purchasing any other sponsorship pack)	EXHIBITOR \$2,000
Recognition during Keynote Address (including logo in title slide)	✓		
Opportunity to display Banner in Plenary Theatre (P) or Registration Desk (R)	✓ R	✓ (In Track Session)	
Acknowledged by Conference Chairs at opening and closing (including logo in presentation)	✓	✓ (In Track Session)	
Acknowledged as sponsor in conference program (logo and copy)	✓	✓	
Logo and or Profile on website	300 words	Logo	
Main Conference Registration	DC = 3		
Opportunity to provide promotional material or product to delegates' satchel	2 Pages	DL Flyer	DL Flyer
Naming rights to an Event	DC Opening Function	Best Paper Award for Track	
Promotional acknowledgement in pre event mail out to participants	✓	✓	✓
Social media mentions in the lead up to the event	✓		



## Track sponsorship opportunities



Our conference will have speakers focusing on the following themes each day. If one of these is particularly relevant to your organisation, we offer sponsorship opportunities at this specific track level.

1. Advertising and Marketing Communications
2. Artificial Intelligence and Innovation
3. Business to Business and Supply Chain Management
4. Consumer Behaviour
5. Consumer Culture Theory
6. Digital Marketing and Social Media
7. GAMMA (Global Alliance of Marketing & Management Associations)
8. Marketing Analytics, Methods and Modelling (Marketing Methods)
9. Marketing Education
10. Marketing Strategy and Brand Management
11. Services, Retailing and Customer Experience
12. Social Impact in Marketing
13. Social Marketing, Macromarketing and Public Policy
14. Sustainability and Ethics
15. Tourism and Cross-Cultural Marketing

## Sponsorship Opportunities and Terms and Conditions

### Sponsorship Options

Sponsorship Opportunity	Investment
Platinum	\$15,000 + GST
Gold	\$10,000 + GST
Silver	\$8,000 + GST
Bronze	\$5,000 + GST
Doctoral Colloquium	\$8,000 + GST
Track Sponsorship	\$3,000 + GST (or \$1,500 + GST when purchasing any other sponsorship pack)



## Collaboration is key and it's simple!

1. Select the level of collaboration sponsorship option(s) that best suit your objectives.
2. Enter your organisation's and key contact details.
3. Sign the application form.
4. Email the completed details to [conference@anzmac.org](mailto:conference@anzmac.org)


### 1. Select your sponsorship @ ANZMAC 2024

Sponsorship Opportunity	Selection	Investment
Platinum		\$15,000 + GST
Gold		\$10,000 + GST
Silver		\$8,000 + GST
Bronze		\$5,000 + GST
Doctoral Colloquium		\$8,000 + GST
Track Sponsorship (please specify - i.e.: Consumer Culture Theory)		\$1,500 / \$3,000 + GST

### 2. Complete your information

Company	
Postal Address	
Contact Person	
Telephone / Mobile	
Email	

### 3. Commitment to collaborate @ ANZMAC 2024

We apply for sponsorship in accordance with the terms and conditions set out in this proposal	
Authorising Signatory	Date
	

Once received a full detailed sponsorship agreement will be issued in accordance with the nominated sponsorship package that has been selected.

## Terms and Conditions

Notice of cancellation must be submitted in writing to Denni Arli –  
[denni.arli@utas.edu.au](mailto:denni.arli@utas.edu.au)

- 50% cancellation fee will be applied for cancellations received prior to 4th August 2024
- 75% cancellation fee will be applied for cancellations received prior to 6th October 2024
- Cancellation received on or after the 6th October 2024 will not be refunded

All associated costs with display space, printing, advertising, banner production, copy writing are to be covered by the sponsor.

For clarification, please contact

Denni Arli - [Denni.arli@utas.edu.au](mailto:Denni.arli@utas.edu.au)

Multiple sponsors may be accepted at the various tiers, with the exception of the Doctoral Colloquium and the track sponsorships.